

PARADOXICAL INTENSION IN DEMAND GENERATION AND SALES PROMOTION

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The study of the phenomenon of conformity has more than a half of a century.

On the basis of empirical data was determined the conformal behavior complex of causes, found distinctive features of a genuine (internal) conformity.

However, the results obtained on the material autokinetic effect, or comparison of lengths of segments, poorly predict individual behavior in other social situations.

One of the most actual problems in conformity phenomenon study at the moment are issues of personal importance of experimental material for the testee, the question of correlation between the status of the person, which influences the testee, and the effectiveness of this influence, as well as the degree of divergence of the original views of the subject and the views, which he takes as a result of a pressure put upon him.

In the second series of our research for a super short period (about 5 minutes) there was statistically significant ($p < 0,01$) change to a stage 4 "Focus on maintenance of an order", according to L. Kohlberg's concept.

Keywords: advertising, paradoxical intension, moral development, conformity, barriers, Effect of a Boomerang

Si etiam omnes ego non
-Saint Peter the Apostle

E. V. Romat, PhD (Romat, 2003) in his book "Advertising" writes that, forming advertising communication it is necessary to consider existence of so-called filters, barriers. By this term he defines different limitations of passing of the message from the sender to the addressee. The strongest filter in the process of marketing communications is the deliberate unwillingness of the majority of potential recipients to contact to any advertising. The addressee, who is constantly attacked by a flood of advertising messages constructs barriers among themselves and advertising.

E. V. Romaat, PhD in his book "Advertising" also notes, that moral attitudes of a communicator can also become the barriers in advertising communication.

Among the techniques and effects of psychological influence in mass media A.N. Lebedev-Lyubimov, PhD (Lebedev-Lyubimov, 2002) refers to the "Effect of a Boomerang" when certain information on some not clear reasons influences the audience not in an expected way, but works exactly the opposite manner. In a number of cases it occurs because of initial attitudes of people appear stronger, than it was expected notes A.N. Lebedev-Lyubimov, PhD (Lebedev-Lyubimov, 2002).

Thales of Miletus Greek philosopher once said "Not a lot of words proves the reasonableness of the opinion". In the article "Love — can't. Taste preferences of Russian motorists" published in 2008 in issue №1 of professional magazine "Industry of Advertising" was shown an interesting effect of frequent advertising — sometimes more advertising — less love of consumers. It can be seen at Figure 1 and Figure 2.

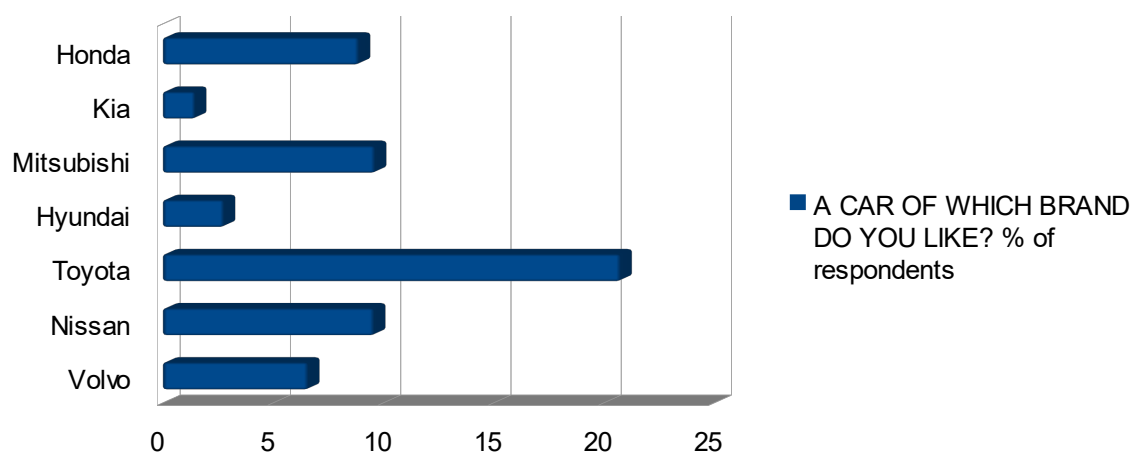


Figure 1 Percentage distribution of Russian motorists car brands preferences (Industry of Advertising, 2008)

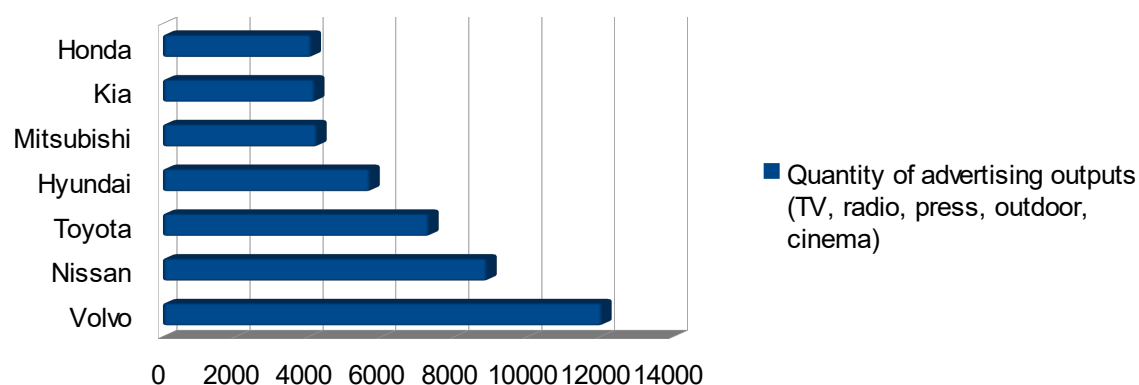


Figure 2 The number of advertising influences (Industry of Advertising, 2008)

In my magistracy dissertation research, carried out in 2010, I had found out, that there was no conformity, no opinion change, no Obedience to Authority in the sphere of moral attitudes, moral judgments (according to the Lourens Kohlberg's Cognitive Conception of Human Moral Development) of testing person, if the opinion of the authority (in my study authority was a scientist) was very different from the opinion of testing person. *The change of the opinion of testing person was opposite to the direction of the authority pressure to conformity.*

METHOD

In the study it was used a method of "Interview Moral Judgments" (Form C) of American psychologist Lawrence Kohlberg and modified method of E. Aronson,

J. Turner, M. Carlsmith (Aronson, Turner, Carlsmith, 1963) and modified A.V. Petrovsky's technique. There are data on reliability and a validity of MJI (Colby & Kohlberg, 1987).

In the E. Aronson, J. Turner, M. Carlsmith research the students of the University were asked to read several stanzas from a poem by an unknown modern poet and to rank them according to the degree of literary perfection.

Then each student was given to read a certain essay, supposedly representing a critical analysis of modern poetry, and this essay is specifically understood that same verse, which the test was assessed as weak. The first group of subjects got the essay, in which the author described this stanza in glowing colors. Thus, there was a **significant difference** between the opinion of the Communicator and the opinion expressed earlier by the students.

The second group of subjects in E. Aronson, J. Turner and M. Carlsmith research was offered to read an essay, in which this verse was evaluated very favorably, therefore, under these conditions, **the difference was moderate**.

The third group had to get acquainted with the essay, in which the author grunted something about the same verse, that put subjects in a situation **<minor differences>**.

In addition in E. Aronson, J. Turner and M. Carlsmith research, to one half of the group of students-subjects the author of the essay was presented as Thomas Stearns Eliot - the famous poet and critic, having highest credibility; and the other half of the group the author of the essay was presented as a simple College student. After that, subjects were asked again to rank the same stanza.

PROCEDURE

My research was made as an experiment consisting of two series without any time interval between them.

To avoiding of effect of sequence I applied recommended in this case, **counterbalancing** method. In the first series of experiment by the person was offered the questionnaire (without the requirement to provide his/her name) for clarification of its initial stage of moral development according to the concept of the American psychologist Lawrence Kohlberg.

The questionnaire submitted in the second series of experiment was the text of an Interview of Moral Judgments dilemma VIII in writing and, also in writing, the questions to them, supplied with the comments making an essence of experimental influence.

Comments were included in the questionnaire, imitating the answers of **"one of the most authoritative scientists"** to questions of a dilemma VIII of Interview of Moral Judgments (form C)

POPULATION

In the research took part 30 persons: men and females aged from 18 years up to 22 years – students of the Russian State Social University.

PRACTICAL SIGNIFICANCE OF THE RESULTS

In the experiments of C. Tittle and K. Hill (Tittle C., Hill K., 1967) it was discovered that *only in 2 from their 30* experiments the correlation between social attitude and the further behavior reached 0,6.

While Kohlberg's Moral Judgment Interview data about persons' moral attitudes gives a good prediction of persons future behavior.

So, according to my data, it is some sort of Paradoxical Intension of Dr. Victor Frankl could be used to form a behavior of a purchaser by a copywriter. But firstly it is necessary of course to form a psychological portrait of a potential purchaser. For example it can be useful in advertising of some new goods as electronic devices or types of buildings. First of all this method will be effective with the opponents of new goods.

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